

AUG 1 1932

THE Publishers' Weekly

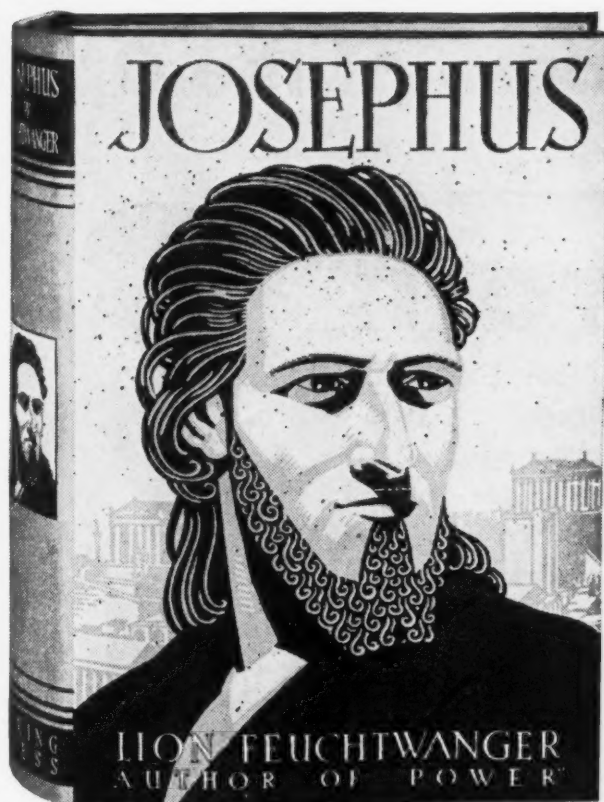
The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXXII

NEW YORK, JULY 30, 1932

No. 5



Lion
Feuchtwanger's
greatest novel
since POWER!

Coming
October 17th

(simultaneous world publication)

- A figure as dramatic as Jew Süß.
- The setting Rome and its far-flung Empire in the days of Nero.

\$2.50

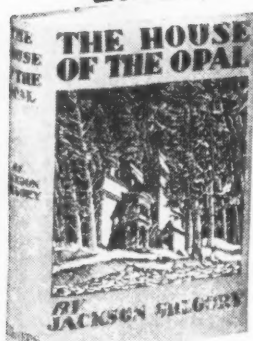
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This is a Season When Names Count



Jackson Gregory

His action stories of adventure in the West have been popular for more than a decade. Now he turns his master hand to a swift tale of murder and mystery, introducing a crime investigator that *The New York Times* ranks with "the notable characters in detective fiction." There were two printings before publication on June 10th. There have been two since that time. Jackson Gregory has a large and loyal "Western" following. Now there is added to it the big "mystery" audience, always looking for something new and good. You can sell it to them in

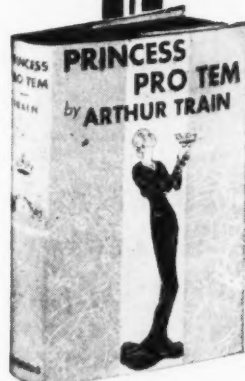


The House of the Opal

\$2.00

Arthur Train

One of the most popular American novelists. The success of "His Children's Children," "Ambition," "High Winds," "Illusion," has made him nationally famous. His short stories are recognized as masterpieces of their kind. In his new book he spins a yarn with all the sparkle and zest of his shorter pieces and the cunning of plot and situation that distinguish his longer works. It is a tale of an American girl who is also a Balkan princess, with intrigue and adventure on every page. You can sell it to every one who read Anthony Hope or "Graustark" . . . to every one who wants "a good story"



Princess Pro Tem

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Charles Scribner's Sons, 597 Fifth Avenue, New York

Four New



Juveniles

from Century

CAPTAIN TRIPP

By Rupert Sargent Holland

A forthright adventure yarn for boys about an American sea captain and his cabin boy who become involved in dangerous happenings in Paris during the Reign of Terror. Based on the actual diary of a Yankee skipper during the French Revolution. Illustrated by Henry Pitz.

Aug. 29, \$1.75

NATHAN HALE

By Jane Darrow

The first life of the martyr-hero of the American Revolution written especially for young people. The whole social and historic background has been carefully studied and Miss Darrow succeeds in creating Nathan Hale as he was known by his brothers and sisters, his Yale classmates, his army superiors and subordinates. Many illustrations by George Richards.

Aug. 29, \$2.00

THE GRAPER GIRLS GO TO COLLEGE

By Elizabeth Corbett

A sequel to the story of "The Graper Girls," a favorite with girls in their teens. In this book the three sisters enter the State University at Madison and continue their good times and adventures as College Freshmen. Illustrated by Ruth King.

Aug. 9th, \$2.00

HERE BINGO!

By Anne Stoddard. Ill'd by Berta and Elmer Hader

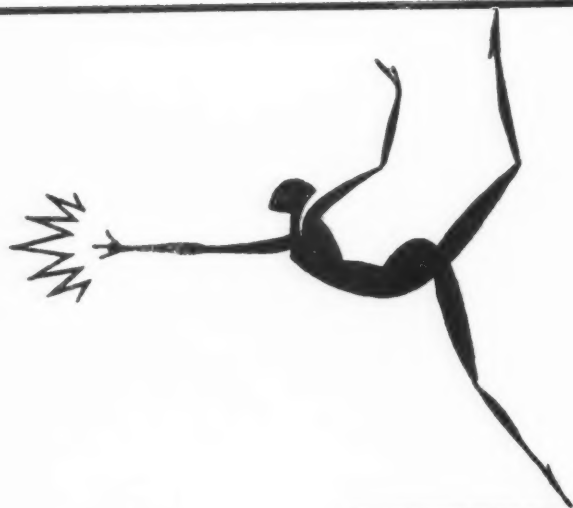
Another picture book for four to eight-year-olds which continues the adventures of one of the jolliest little dogs who ever romped through the pages of a book.

Aug. 9th, \$1.00

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THE ARABIAN NIGHTS

Translated by Richard Burton

A new, 900 page selection of the most famous of these tales, presented for *adults* in unabridged form. (September Publication—No. 201)

"CAPITAL" AND OTHER WRITINGS

By Karl Marx

Including the important chapters from "Capital", The Communist Manifesto, Marx's Theory of History, and a Summary of Marx's teachings by Lenin. Edited by Max Eastman. (September Publication—No. 202)

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By Alexandre Kuprin

The first and only reprint edition of this book. Complete and unabridged. Translated by Bernard Guernsey. (October Publication—No. 203)

PICKWICK PAPERS

By Charles Dickens

Complete in one volume. (October Publication—No. 204)

THREE SOLDIERS

By John Dos Passos

With a new introduction by Mr. Dos Passos. (November Publication—No. 205)

PETER IBBETSON

By George Du Maurier

By John Dos Passos
 With a new introduction by Mr. Dos Passos. (November Publication—No. 205)

PETER IBBETSON

By George Du Maurier

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 (December Publication—No. 208)

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—proposed his publishers

"Four cheers"—said Ogden Nash

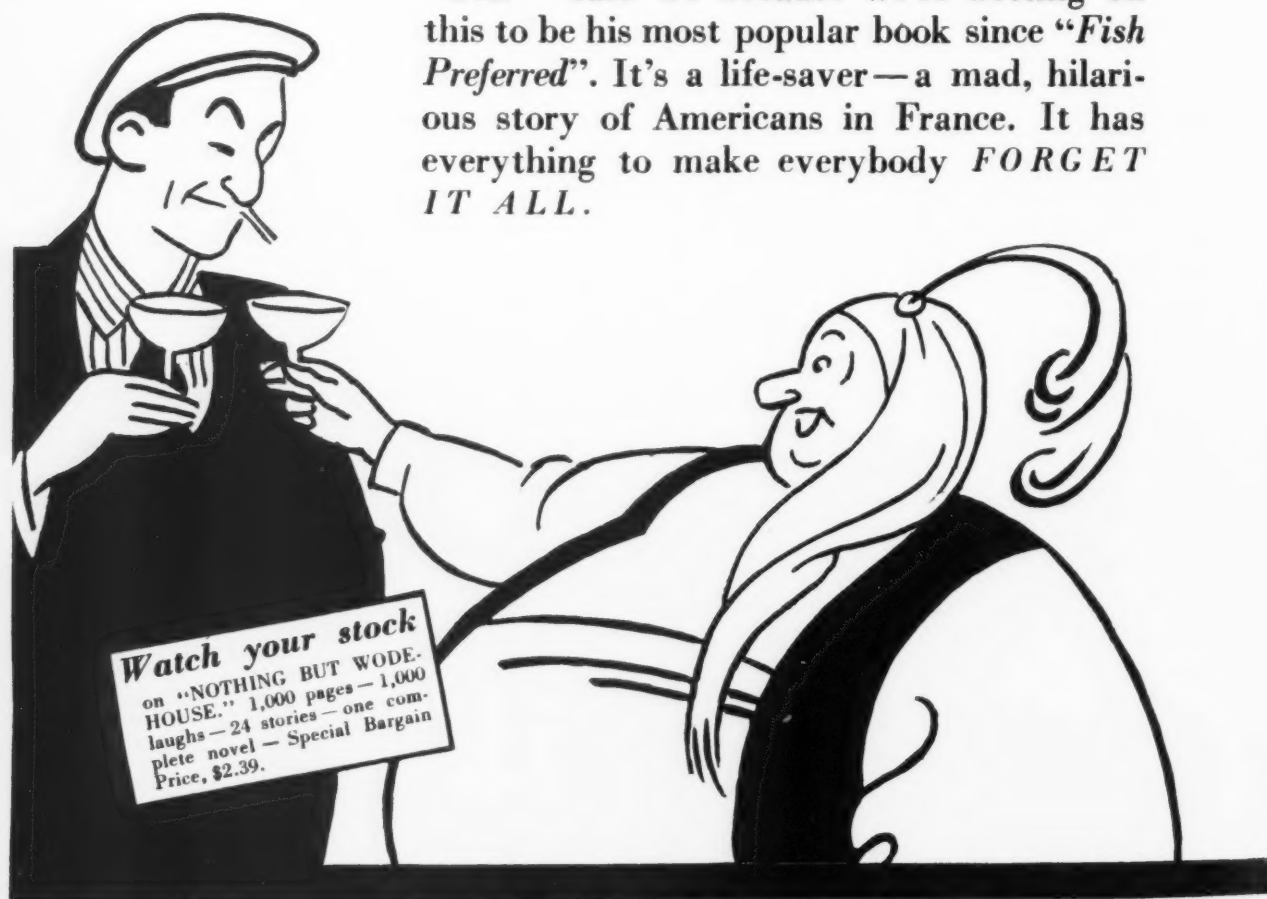
"Five cheers"

"Six"

"Seven"

"Eight" and "Nine"

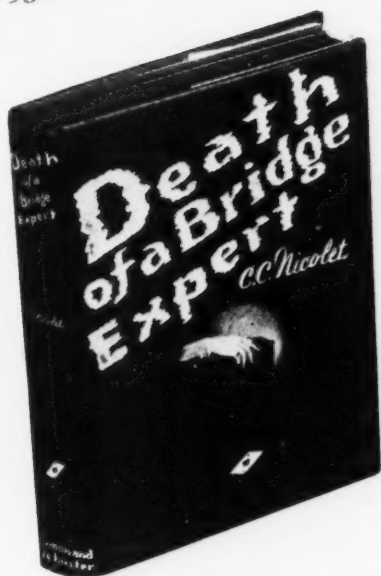
"Ten"—said we because we're betting on this to be his most popular book since "*Fish Preferred*". It's a life-saver—a mad, hilarious story of Americans in France. It has everything to make everybody *FORGET IT ALL*.



Hot Water

August 17—\$2.

DOUBLEDAY, DORAN



IAN WERBER, the world's best-known bridge expert, is found dead during an intermission of the Chase Cup Tournament, in the Hotel Magnum. He has been murdered, almost in the presence of the entire roster of bridge authorities, by most of whom he was cordially disliked. It is whispered that some of these men whose history was known to him in his own obscure past had reason to fear and hate him. None cares to risk unfavorable publicity or exposure of his highly-colored early life by volunteering information. It is a tough and interesting case.

The author, whose character portraits of prominent figures are features of the *New York World-Telegram*, appears to have realized the difference between a good detective story and the ordinary, run-of-the-mill variety. Assuming an adequate and reasonable plot, Van Dine, Hammett, Queen and Abbott have proved that the substitution of people for the usual costumed puppets makes a story. Surely no setting could have been devised

with more diversely interesting personalities than that of an assembly of bridge sharks the lines of whose pasts radiate to peculiar corners of the world. Nicolet quite evidently seized his idea from experience and he has made of this a corking mystery. You'll like it.

Advance copies have just been sent to some of the leading bridge players. Up to now we have had the following comments:

"A psychological problem that cannot help but interest every bridge player in the world and by far the most interesting detective story that I have ever read."

—P. Hal Sims

"Here's a story to thrill the mystery lover and to give the bridge players something to chuckle over—a murder mystery in which this weird world of bridge comes to life; but it's really the author who gets away with murder in his acid etchings of our paste-board heroes!"

—Madeleine Kerwin

This detective story has a double appeal: to detective story readers and to bridge players. To a reader who happens to be an addict of both forms of entertainment, this book means \$2.00 right out of his pocket. And we hope he'll make it back at the bridge table.

—ESSANDESS

DEATH OF A BRIDGE EXPERT
by C. C. Nicolet is one of the new
photographically illustrated Novel
Novels, published by Simon and Schuster
Price \$2.00 August 4th

Here is what we've resolved to do.

WHEN we published *THE FORGE*, by T. S. Stribling, a year ago, the book was greatly praised, but didn't, particularly sell. In England, it was a Book Club selection and went over big.

When we came to publish **THE STORE**, by Stribling, we knew it was an even greater book, deserving a great audience. But great audiences are hard to find nowadays.

Nevertheless, **THE STORE** has sold. Some 37,000 copies. It has received more and better reviews than any book we've published in some time. It has excitement, humor, characters who are going to be talked about, and probably more depth of humanity than any American fiction since Mark Twain. Next to "*The Fountain*", it's the best-seller, and gaining

So we take it, not so much as criticism, but as a further prompting, when a bookseller tells us that we've still fallen down on the job. Mr. Benjamin Silbermann, of 31 Nassau St., New York, writes: "You've failed to make it a social necessity to read this novel." He says this only after hearing actual readers of **THE STORE**—people who are not prone to use superlatives—call it *the most satisfying reading experience of 1932*.

Hence, we have made a resolution. We're going to find 23,000 more readers for **THE STORE** this year. "*The Harbourmaster*" sold 60,000 copies. That's our minimum goal for **THE STORE**. It's going to be advertised under a special new appropriation. Booksellers, reviewers, even individual readers are pushing us to push this book, and we don't intend to fail them in their enthusiasm.

Here's a chance for a great three-book operation, comparable to the Herries property. Take names of buyers so you can sell the third book later on. Many customers, when they've finished **THE STORE**, will want to read *THE FORGE*. Check stock. Watch our advertising. And recommend the book.

...and the reasons WHY!

"Easily the most important U. S. novel of the year." —*Time Magazine*

"Teems and swarms with life . . . T. S. Stribling's best book."

—*Laurence Stallings*

"Cannot be read without primitive excitement, eagerness to know what happens next."

—*New Statesman (London)*

"Makes 1932 worth its board and keep."

—*Harry Emerson Wildes (Phila. Ledger)*

"Should not be missed by anyone interested in American life."

—*Dorothy Canfield*

"As real as a hot afternoon in August beside the muddy rivers of Alabama. . . . Leaves me breathless."

—*Erskine Caldwell*

"A noble work of fiction. You'll enjoy it on your vacation." —*United Press*

"Vibrates with human interest . . . portrays the historic background of a commonwealth with all its peculiarities, pride, idealism, cruelty, and humanity."

—*Benjamin Silbermann (N. Y. Bookseller)*

THE STORE

by T. S. STRIBLING

571 Pages, \$2.50

DOUBLEDAY, DORAN

Will give immediate stimulus
to the collecting of
"American Firsts"

AMERICAN FIRST EDITIONS

by

MERLE JOHNSON

A series of Bibliographical Check Lists. Complete data of over 100 authors. An invaluable reference and guide for every collector and dealer.

The publication three years ago of Johnson's check lists gave impetus to the collecting of American "firsts" and a revised and enlarged edition has been demanded by booksellers, libra-

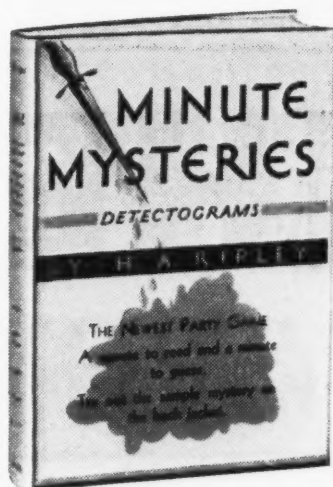
rians and collectors. Much new information has been unearthed by the discussions of the past three years, new "points," corrected dates and important data as to out-of-the-way titles. One-third more authors are added, authors now being actively sought. Mr. Johnson has had cooperation from scores of collectors and bibliographers in making ready for the revision.

Coming in September

Edition Limited

Price \$10.00

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A NOVELTY

FOR THE MURDER—

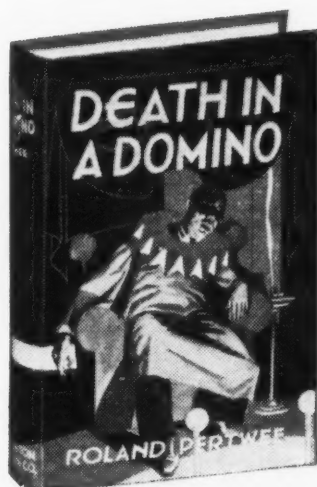
MYSTERY FAN

MINUTE MYSTERIES

BY H. A. RIPLEY

Here are seventy mysteries, crisply told with all the facts the detective needs. The reader works out the solution—then looks in the back of the book to see if he is right. It's a great game to play alone or at a party.

Coming September 7, at \$1.00



A MASTERPIECE

OF MYSTERY BY

THE AUTHOR OF

"ROYAL HERITAGE"

DEATH IN A DOMINO

BY ROLAND PERTWEE

Seven guests had assembled for Lord Studholme's party, and every one hated the host. After dinner they played murder, and when the lights went on, Lord Studholme was found dead, with his own gun beside him. This is the beginning of one of the most exciting of recent mystery stories—and one of the most baffling.

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We intend to make this the

INHERITANCE

by PHYLLIS

Here's WHY...

It has been consistently first on English best-seller lists
this Spring . . . Three editions sold in the first week
after publication. ●

"One of the finest novels we have published,"
says Gollancz, English publisher—And in Gollancz' Spring
list with INHERITANCE were such books as MAGNOLIA
STREET and THREE LOVES. You know their sales in this country.

●

Already 43 American Booksellers are unanimous
in their enthusiasm and predict a large sale.
This number wrote us within a week of receiving advance
copies of the book. Have you received yours?

●

INHERITANCE will appeal to an exceptionally large
audience . . . Because of its "tense and vivid human
appeal", its "vision and bravery and charm" and because
of its sheer meatiness it is a book for every type of reader.

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A nation-wide advertising campaign in the first two weeks after publication . . . Plus consistent advertising throughout the fall. Copy will run in important cities throughout the country as well as in New York mediums—also in the literary reviews and general magazines.

●

A thoroughly-planned, carefully-analyzed promotional campaign . . . Already in progress, having been begun last May, covering every avenue of publicity and each feature of the book which offers additional assurance of success.

●

A comprehensive set-up of Dealer Helps . . . Imprinted color postcards for mailing, display material of unusual design and detail; constant cooperation during the whole period of the campaign.

●

The concentration of our every resource . . . In securing a great sale for what we consider an exceptionally fine and *unusually salable* novel.

592 Pages . . . \$2.50

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HAS "BOOKS OF THE MONTH" REAL SALES-BUILDING
AND GOOD WILL VALUE FOR YOUR STORE?

If asked
this ques-
tion

94

out of every 100 of
your customers
would say



YES

- as proved by this survey of 1,000 typical customers
of a typical bookstore

A well-known bookstore recently made a reader-survey on BOOKS of the MONTH. This typical bookstore sent a reply post card to 1,000 of its customers and prospects who had been receiving BOOKS of the MONTH, to check the acceptance and sales-value of this publication. Here are the results -- the unbiased testimony of 1,000 actual typical readers.

They asked: DO YOU RECEIVE BOOKS of the MONTH REGU-
LARLY?

And the READERS replied: YES: 69%
NO: 31%

They asked: DO YOU WISH TO CONTINUE RECEIVING IT?

And the READERS replied: YES: 95.1%
NO: 4.9%

They asked: DO YOU FIND IT A HELPFUL GUIDE TO THE
NEW BOOKS?

And the READERS replied: YES: 93.6%
NO: 5.4%

They asked: WILL YOU GIVE US THE NAMES OF FRIENDS
WHO MIGHT LIKE TO READ IT?

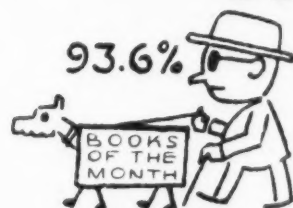
And 59% of the READERS: --- sent in names and ad-
dresses!

If BOOKS of the MONTH has this proved
sales-building and good will value for
other bookstores -- it will have the
same value for you.

69%



93.6%



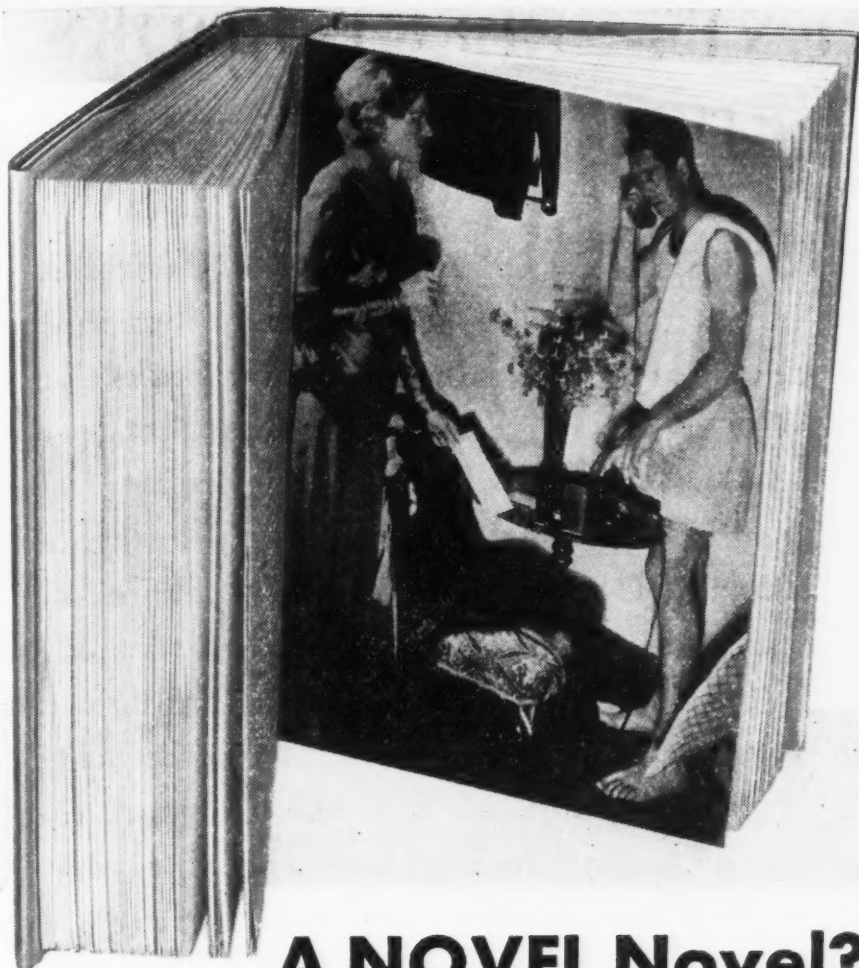
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Just Published \$2.00

DEATH OF A BRIDGE EXPERT

By C. C. Nicolet

A mystery story involving the players in a big time Contract tournament. Notice to conclusion jumpers: don't tell anyone if you think you recognize the murdered man. If you are a bridge fan, you may just be seeing the fulfillment of a secret desire!

Published Aug. 4th, \$2.00

* Like all Novel Novels, this book is designed particularly for the circulating library. It is illustrated with photographs such as the one shown, posed to represent faithfully the characters and situations of the book. It has colorful jacket permanently sealed to the binding with cellophane, and it has a reenforced back that will stand the gaff of many rentals. Note—This series of Novel Novels is in addition to the Inner Sanctum's regular fiction list.

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★ For ten years **THE BOOKSHELF FOR BOYS AND GIRLS** has been edited and distributed so that booksellers and librarians might give to parents and others who select and buy books for children helpful and careful aid in getting the right books—books that were new and timely, books of other days the interest and timeliness of which never grows old. ★ This year again there will be available for **BOOK WEEK** and the weeks after **BOOK WEEK** this comprehensive yet selective catalog to guide buyers in picking books for all ages and interests of childhood. ★ Bookstore and library can help as never before in pointing parents toward the best reading, and the best use of leisure for their children, by giving or selling to inquirers this fine year-round catalog. ★ The bookseller can solicit and secure the cooperation from the library, from parent-teacher groups, and from Boy Scout Executives in sharing catalog costs and imprint so that this buying guide to books may get more circulation to parents, teachers, boys and girls to the advantage of the home, the prestige of the library and the profit of bookselling.

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Sept. 21—\$2.

Doubleday, Doran



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*Here's the first of the BIG SIX
mysteries*

MURDER IN THE BASEMENT

by ANTHONY BERKELEY

This book will sell—because Anthony Berkeley, author of such famous titles as "The Silk Stocking Murders" and "The Poisoned Chocolates Case", is one of the best-known names in mystery fiction; because Roger Sheringham, detective of this and other books, is a brilliant and exciting sleuth; because this breathless tale of the case of the girl found dead in a suburban basement, *nude except for her gloves*, moves so swiftly and with such ruthless grace through suspense-filled pages that it will win new readers to the more than 10,000 who now purchase each new Berkeley book; and finally, because advance orders now coming in promise to exhaust the first edition (7500 copies) before publication. August 3rd. \$2

THE CRIME CLUB, Inc., Gardenv.



the Crime Club

*Here's the second of the
BIG SIX mysteries*

WHEN THE GANGS CAME TO LONDON

by EDGAR WALLACE

Machine guns rattling at the Marble Arch — Chicago's gang lords let loose in London! Death pointing its finger at lovely Leslie, death clutching at London's richest men, Scotland Yard helpless before the bombs and corruption of America's underworld — until Captain Allerman of the Chicago police stepped in! What was the secret of the two white stickers on a cab window, of the little bank whose business was so curious, of old Mr. Decadon, murdered in cold blood? This is Wallace at his best, as glamorous and bloody a tale as the king of all mystery writers has ever told. Sell it to Wallace fans, to all readers looking for a new thrill. August 17th. (Oversize format.) \$2

And don't overlook this dark horse

AT THE BLUE GATES

by RICHARD KEVERNE

He wrote "The Man in the Red Hat", "The Fleet Hall Inheritance". His sales in the past have averaged 4500 copies. This is the book for customers wanting less gore, more mystery. August 17th. \$2



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next week!

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First MAGNOLIST

PLOMER, like Golding, over a period of years wrote a number of novels which were received very well critically, and which sold to a small, but faithful, audience. Now he has come through, as did Golding, with a great smashing success, torn from life, and revealing the soul of a street and a house . . . something of Street Scene



Here are the first English reviews:

[Selection of the English Book Society for July]

"Here is a novelist coming into his own, and the result is sensational."—Clemence Dane

"Plomer has written with all Balzacian gusto, a novel of seamy London life . . . it holds you always." J. B. Priestley, *Evening Standard*

"**THE CASE IS ALTERED** lifts the roof off a London lodging-house—a Real House that sheltered Real People until tragedy struck it and it stood empty once again. Acute characterization, a tense and terrible study of jealous love, an increasingly exciting plot, a simple, direct and unassuming style—Mr. Plomer gives you full measure whatever your mood may be . . . a sane, solid and vital book."

Roger Pippett, *Daily Herald*

"A very fine piece of work—intimate, moving, alive."

Ralph Straus, *Sunday Times*

"The very rhythm of his prose has dreadful dignity."

Gerald Gould, *The Observer*

"**THE CASE IS ALTERED** puts him in the front rank of the younger generation of contemporary novelists."

Sunday Referee

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**THE CASE IS
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7th April, 1932

Dear Mr. Alfred Knopf,

It is a relief to know that you are bringing out the only authorized edition of LADY CHATTERLEY'S LOVER in the United States, after all the expurgated, pirated editions. Lawrence considered it his greatest work, and I feel that even in this revised form it has all of the beauty of the original edition, and that it suggests to the greatest possible extent, the original's strength and vigor.

Yours sincerely,

Frieda Lawrence (Signed)

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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, JULY 30, 1932

On the Buying of Books

A Reader Turns An Analytical Eye On His Purchasing Habits

Marsh K. Powers

TO THE LAYMAN, the person who neither writes nor publishes books but merely buys and reads them, it usually comes as a shock to learn that many a deserving book achieves a sale of only two or three thousand copies in a vast country inhabited by more than one hundred million people. It explains to him, perhaps for the first time, why the apathy of the general public toward books is the topic of so many screeds, criticisms and proposals for improvement, all centered on the problem of making book-retailing more lucrative, all admitting that something is wrong at present.

The market for books is no more nor less than the sum of the sales that can be made to individual book buyers. Here, for whatever value it may have as "market data" throwing light on the subject, is an analysis of one book buyer's recent purchases.

First let me state my personal tastes in reading matter. So mild an interest in current fiction that the effect on my purse

is virtually nil, a livelier interest in acquiring seasoned fiction already read but not owned, an active interest in autobiography and biography, and in the commercial history of the United States when told in terms of individuals rather than economics, a flair for poetry expressed by one hundred and fifty-two volumes of verse, one collecting hobby which compels the purchase of each new treatise on the subject, a similar fascination for one historical character, and for one war.

The sum of these interests, as expressed in book purchases, is taxing a comfortably small book-room to the utmost and sending upstairs every few months an overflow in the form of culls, which, willy-nilly, must be stored in some less convenient spot. I believe, therefore, that I should be in the good graces of publishers as a better-than-average customer.

The last forty-nine books purchased divide as to topics and sources according to the following table:—

	Local Bookstores		By Mail
Autobiography & Biography	2	3
Business.	2	4
Commercial History	2	7
Drama.	2	0
Fiction.	2	5
History.	7	4
Hobbies.	1	3
Poetry.	1	0
Travel.	0	4
Totals	19		30
Expenditures	\$50		\$110

The discrepancy in favor of mail purchases is again emphasized when price averages are computed. The nineteen volumes bought locally account for approximately fifty dollars, an average per volume of \$2.63. The thirty volumes purchased by mail account for \$116, an average of \$3.87, making it clearly apparent that local bookstores are not selling me my choicer selections. Moreover, the locally-purchased volumes were bought on a one-at-a-time basis, while the mail orders ran as high as five to an order, a further advantage to the mail-seller.

Does this begin to furnish a clue as to the type of sales-effort which is effective in my instance?

It is obvious that my name is on the mailing lists for many catalogs and I freely admit that I am a catalog-hound. I can spend an evening very happily reading through listings and descriptions, provided only that the pamphlet is not made up of blurbs and does not devote its space wholly to current fiction. Local booksellers do not capitalize this trait. They too seldom distribute selective catalogs or pamphlets which feature appropriately grouped volumes emanating from different publishing houses.

Instead, for the most part, they send out material supplied by individual publishers, which consists almost wholly of the news of recent printings, whereas the other mixes in the old with the new and thus avoids the rawness that necessarily flavors the indiscriminate mass-recommendation of several feet of new books fresh from the presses.

Anyone who is in the least degree conscious of the quantity of new titles printed each year knows that only a very few will survive more than the briefest prominence and that no single publisher can monopolize these few lasting contributions. Almost every new offering is heralded as a masterpiece—and its author as the one person wholly qualified to treat the topic. The law of probability is blandly violated—yet we book buyers are supposed to believe what is printed and to spend our laboriously collected dollars at the behest of someone who, right at the start-off, destroys our confidence.

The other type of book catalog makes no such error in strategy. The books are

collected together from here, there and everywhere. The descriptions are standardized in form and content, subtly complimenting the reader's judgment. The phrasing exhibits relatively little enthusiasm and no hip-hip-hurrah—a hardware jobber's catalog is perhaps a more ebullient document. The result is that whenever enthusiasm is allowed to creep into the description of some particular item it carries great weight. The difference between the two styles of description is exactly that between browsing through book stalls and having an officious, go-getting clerk aggressively at your heels.

Books are decidedly unlike other retail merchandise. They do not need to be fitted to my feet, measured to my *embonpoint* nor shaped to harmonize with my physiognomy. The color of the binding is not a determining factor. Though, in many lines, I insist that the article I buy shall bear a certain favorite manufacturer's brand name and trade-mark, no such limitation governs my book purchases. It is almost never a question as to whether I will choose Publisher A's volume on a given topic in preference to Publisher B's offering. If the topic interests me vitally, I will buy both. Books, without question, lend themselves ideally to catalog-selling.

If every day I passed a well-stocked bookstore, the proportion of books I purchased locally would certainly increase and my total purchases might also increase. I am typical of the great majority of the book-buying prospects of the country in not being regularly exposed to such temptation. It is improbable that I shall enter a bookstore more than six times in the next twelve months. Personal salesmanship has little chance to operate on me. Window displays miss me. Friends' recommendations inspire occasional purchases. In the main, however, it is (most appropriately!) printed matter that sells me printed books.

In just one field are local booksellers developing me as a buyer. In recent months I have purchased from circulars and counter-displays a number of inexpensive reprint editions of books which I did not buy in the first flush of their popularity but read in borrowed copies, books which—to be frank—did not interest me sufficiently to coax three dollars out of my purse but

which I am glad to own when only a dollar is involved in the transaction.

Of course, when I introduce the price topic, I am probably approaching the core of the question of the general public's apathy toward the purchase and ownership of books—the cost of being a frequent and consistent book buyer. (I have known more than one married person to buy books surreptitiously rather than risk a domestic wrangle).

A book a week at \$3.50 is \$182.00.

A book a week at \$1.00 is \$52.00.

Where the latter would be a permissible figure in many a family budget, the former can seem excessive to one or the other of husband and wife. If publishers are seeking to encourage the development of the book-buying, library-building habit, one-dollar reprint editions are unquestionably a step in the right direction, but there needs to be far less emphasis elsewhere on "newness" as the major test of a book's desirability if they are to be made widely fashionable.

The most aggressive force behind the sale of books has been the avalanche of book pages, book reviews and announcements of current offerings, all emphasizing newness, all flavored with the suggestion—"To be up-to-date you must read this book right away, hot from the press, *now*." There has been little suggestion of the fact that if a book was worth reading last year or the year before, it is still worth reading.

No manufacturer can hope to develop a constantly-widening group of regular customers if he consistently disappoints them with his products. The book-world's strident emphasis on newness, on untried books and unseasoned authors, virtually insures disappointments to unseasoned book buyers.

Publishers will probably agree with me very readily when I say that one of the things which has seriously harmed the popularity of the legitimate stage is that box office prices have not reflected the difference between first rate shows and third rate presentations, between plays that are costly to present because of size of cast and elaborateness of scenery and those where four or five players appear success-

ively in Acts One, Two and Three before the same simple stage setting. For good, indifferent or poor productions the theater-going public has been asked to pay a standard rate. Expensive or cheap to produce, the ticket-window has asked us for the same sum. Value, measured either as the pleasure delivered or as manufacturing cost, has been ignored in the selling price. It is not surprising that the public has resented the discrepancy and that other recreations have been substituted.

Publishers, however, are not free from similar criticism. In their case it is largely caused by the fact that, after manuscripts are ready for the printer, the cost of production does not vary greatly, except for illustrations, between trash and permanently enduring works. The result is that price—which is a reasonably safe gauge of value in most other lines of merchandise—is of no assistance in the purchasing of books. Cost of production—of vital importance to the publisher—is of no concern to the book buyer.

Under that handicap it is little wonder that the masses do not carry their spare funds to the bookstore but spend them in stores which give them a dollar in value for a dollar in cash and three times that value for three dollars. Only the seasoned buyer is safe in a bookstore.

The remedy?—I don't know.

Perhaps it is to restrict the works of unseasoned authors to cheap editions only, scale prices up only as value—in terms of proved successes—becomes assured, and thus afford the inexperienced a basis for evaluating books. The lawyer, the artist, the doctor, all must prove themselves before their wares rise in price. Why not authors?

Perhaps the problem is hopelessly burdened by its Old Man of the Sea, production cost.

In any event I can see no hope of greatly increasing the number of book buyers until two things are eliminated—indiscriminate, uncritical glorification of every new volume, misleading the unsophisticated—and the irrelation now existing between price and value, irritating to novice and expert alike.

Bookselling in Germany

Hugo Bickhardt

Director of Arthur Collignon, Berlin

IN 1825 the most important publishers and booksellers united in the "Börsenverein der deutschen Buchhändler." This organization continuously increased in members, and includes today nearly every publisher and



*Don't lose your courage—
books will help you*

bookseller in Germany. Its main accomplishments are the working out and carrying through of uniform rules as to business transactions among booksellers themselves and with the public, so the "Börsenverein" exerts a strict control over selling prices, which makes it impossible for any individual bookseller to undersell. In the *Börsenblatt für den deutschen Buchhandel* a daily technical paper intended only for the use of booksellers, the publishers announce all forthcoming books, and thus enable the bookseller to order according to his customers' wants.

The strong competition makes it necessary for individual booksellers to issue special circulars which give information about all new books. The publisher prefers cash payment and tries to induce the individual bookseller by special reduction to take a larger number of books in stock.

The importance of German booksellers consists in their extensive stock of books of all kinds, general as well as scientific and learned. In addition it is very difficult for the German bookseller to keep in stock all of the best sellers for there are usually many books which belong in this category.

Without doubt a large sum has to be invested in such a stock, especially if one considers that generally a bookshop can

turn its stock only twice or thrice a year. Before the War it was possible to send books to booksellers "in Kommission," i.e. on sale or return. This made it possible to enlarge the stock without the risk of investing more money. Fortunately this custom is again coming into fashion and results in spreading books among the public to the mutual benefit of publishers, booksellers, and authors. According to a saying of the German writer, Felix Dahn, it is easy to write a book, as only ink and paper are needed; it is more difficult to print a book, because of the high costs; but the art which requires the highest ability is to sell a book. This, I think, holds true in all countries.

The success of a bookshop in general depends on the personality of the proprietor with the possible exception of firms in larger towns. Personal advice given to the customer is an important factor in the sales system, and the clerks learn the psychology of selling. On the whole we can say that business organization and propaganda have been up-to-date in the German booktrade. Register cards of all kinds are the foundation of propaganda even in the smallest shop.

The German bookseller lays great stress on the art of decorating shop-windows. The passers-by are wont to regard the window display as a mirror of the times in



which is reflected whatever goes on in the world as far as it is represented in the wide output of the publishers. To be up-to-date is an essential help in selling books.

Prospectuses are distributed among the regular customers who, at Christmas and Eastertime, receive comprehensive catalogs. In special instances the bookseller will, free of charge, compile complete bibliographies in which task he is aided by the voluminous and complete catalogs published in Germany. In doing this, neither time nor cost is spared, wherefore the larger bookshops enjoy a high reputation.

The "Börsenverein für den deutschen Buchhandel" supports its members in general propaganda for books and has show cards and posters created by artists to stimulate book-buying, samples of which are shown on these pages.

Under the title "Nimm und Lies" (Take and Read) the "Börsenverein" publishes a special publicity review for the public. Every bookseller subscribes for as many copies of this review as he needs for gratis distribution among his customers. The 22nd of March each year called "Tag des Buches" is dedicated to books and for this purpose the "Börsenverein" has founded a large organization. Public and municipal offices, cultural associations, poets and writers hold meetings in a great number of towns and point emphatically to the value of book-reading.

The "Börsenverein" as well as the well-known agent "Koehler & Volckmar" publish comprehensive special catalogs in all

Another service for the customer is the sending of books on approval, to enable him to examine them at leisure without being obliged to buy. This arrangement involves much work, but is gratefully ap-



Master! Let your apprentices read books

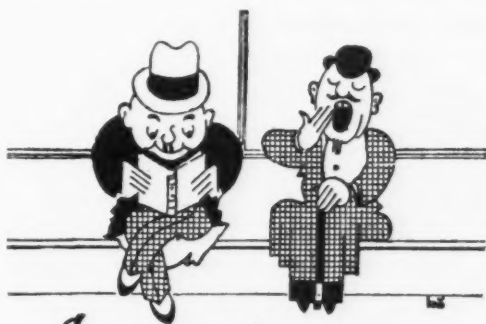
preciated by librarians and the scientific public who must make careful selections.

Every business man can easily see how costly these methods of publicity must be, in addition to the general expense for rent, wages, light, freight, etc., and that the bookseller must be very diligent in his work to secure adequate returns from his investment and labor.

It is interesting to remark in this context that the bookstores of medium size make the

highest profits in Germany, whereas the large bookshops must be organized to the highest degree to be made profitable.

The bookseller as a conservator of mental values is highly esteemed in Germany. It is therefore his endeavor to maintain a high standard in his trade. At present the German booktrade is also affected by a crisis which has its origin in the bad economic situation in general. As a result, the output of German publishers has considerably decreased, and this decrease in turn strongly affects the business of the booksellers. But in spite of this, the German booktrade does not lose its courage. Its individual members hope that the world crisis will be overcome, and that Germany may soon fill its due position in the world.



*Kauf ein Buch und
Du langweilst Dich nie*

*Buy a book and you will never
be bored*

wach bleiben!
BÜCHER
warten auf Dich

Stay awake!

Books are waiting for you

fields of science and learned literature. These compilations are bibliographical material of high value and are likewise distributed gratis through the bookstore.



Walter de Gruyter & Co. offers special displays to booksellers, "student" and "chess" windows are shown here

Window Display in Germany

CONSIDERING THE KEEN interest for shop-window advertising which has been brought about in America, it may interest readers to learn something about the shop-window propaganda of the German booksellers. This propaganda plays naturally an important part in the total advertising for the book, as one can see from the lively discussion in the "Buchhändler-Börsenblatt" and in the shop-window contests which it often announces. Its importance has now become even greater during these hard times for the trade.

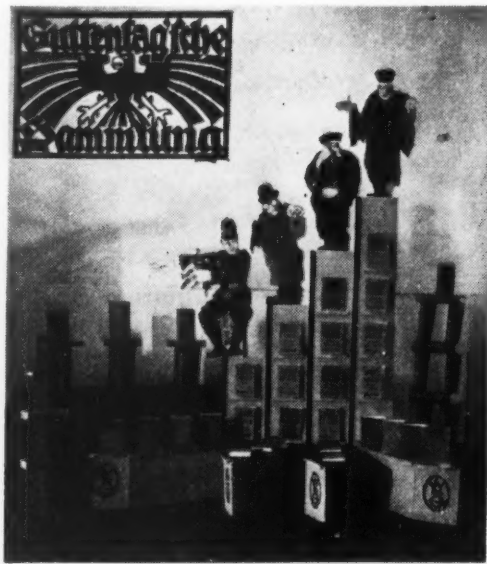
In general the shop-window displays are composed and set up by the bookseller himself. Only in special cases is he helped by the publishers who send him colored posters which, however, refer usually to only one book. This publication is usually pushed as a new book or one that refers to contemporary events, such as jubilee years, lectures and the like. The bookseller of scientific and learned books always favors advertising according to special fields. By grouping the more important works of a special field, he is able to lure the specialist to his show-window. Special windows for a single publisher are not often set up, since one

rightfully avoids displaying in the shop-window a one-sided and restricted choice. To the few German publishers who have their own shop-windows for the bookselling-trade belongs the firm of Walter de Gruyter & Co. in Berlin, which as is known unites six different publishing-houses and which therefore produces a varied list of titles. For many years this firm has been the only one in Germany which regularly offers special shop-windows as display units for the bookselling trade.

The booksellers have thus the opportunity to show the public the whole range of scientific and geisteswissenschaftliche works produced by this firm. Of this the reader in general will not be aware as usually the publisher stands hidden behind the author. The shop-window displays, some examples of which you will find here, are produced in the studio of this firm under the direction of a young artist, Mrs. Maap-Holtz.

Through their bright colors and original composition these displays differ from the average ones of other academic publishers who are more conservative in their book propaganda.

The "student's window" shows two



Graphic display for law text books

kinds of students, the lazy and the busy one. A tree is the symbol of the many-sided series, the "Sammlung Götschen." The eagle on the top of the tree is the emblem of the old publishing-house, Götschen.

The four figures, judge, lawyer, professor of law and policeman indicate the persons who are interested in the extensive series of law textbooks called the "Sammlung Guttentag."

The chess-window is decorated with the main figures of chess play. During the

course of the last few years the publisher has edited 20 different special shop-window displays and distributed them among the booksellers throughout Germany.

As the material is easy to transport and set up, the windows are willingly used by the booktrade. The publisher is collecting exact statistics of the success of his displays and pays regard, if possible, to special wants of booksellers so as to support the endeavors of the bookselling trade in still another way.

In and Out of the Corner Office

HOLBROOK JACKSON, whose "Anatomy of Bibliomania" has been accepted as an outstanding book by lovers of books, has just supplemented this by a volume entitled "The Fear of Books" (Scribner) whose contents includes chapters on "Superstitions About Books," "Books Condemned to Death," "The Difficulties of Censorship," "The Locked Cupboard," "Book-love Contra Matrimony," "Henpecked Bookmen," etc. Mr. Jackson has read so widely in making this series of books that the index is an excellent guide to the literature of books and the discussion of books. ❀ ❀ ❀

Sarah Ball, formerly of Ball & Wilde, has left the Putnam Bookstore in New York to go to Kent, Connecticut, where she plans to institute a chain of book stations in a number of small New England towns. ❀ ❀ ❀

Warren Wright, who has been responsible for the splendid series of window displays in the Putnam Bookstore this spring, has resigned from the store to take a position with the *Modern Library*. He will act as salesman to a number of New York City stores and will assist Bennett Cerf in publicity. ❀ ❀ ❀

Chris Rönne, manager of R. F. Clapp, Inc., in Albany, dropped into the Corner Office this week while in New York on his vacation. Mr. Rönne says his business so far this year is better than for the same period last year. ❀ ❀ ❀

Virginia Kirkus, director of Harper & Bros. children's department, left recently for a trip to Europe where she will spend her vacation. ❀ ❀ ❀

Her Royal Highness, The Princess Royal, has consented to open the Exhibition of Illustrated Books which will be held at the Victoria and Albert Museum in London in connection with the first observance of Book Week to be held in England. ❀ ❀ ❀

A garden party for authors of current books about Nantucket was a recent feature of The Little Book House on Nantucket Island. Among the guests were Mary Eliza Starbuck ("My House and I"), Florence Bennett Anderson ("Through the Hawse-Hole"), Alice Cushing Gardiner ("Father's Gone A-Whaling"), William F. Macy ("The Story of Old Nantucket"), Caroline Dale Snedeker ("Downright Dency"), Edwina Stanton Babcock ("Nantucket Windows"), and Edouard A. Stackpole ("Smuggler's Luck" and "You Fight for Treasure"). ❀ ❀ ❀

Pearl S. Buck and her husband, J. Lossing Buck, recently landed at Victoria, B.C., on their way to New York from their home in China. On the evening of August 3rd a dinner will be given at the Waldorf-Astoria in honor of Mrs. Buck by Richard J. Walsh, president of the John Day Company. Mrs. Buck has not been in the United States since 1929. Her new novel, "Sons," a sequel to "The Good Earth," will be published September 26. ❀ ❀ ❀

Elizabeth Bevier, who has for some time been director of children's books and books for supplementary reading at Harcourt, Brace & Co., was married on July 21st to Edwin F. Hamilton. She will return to her work next month. ❀ ❀ ❀

THE Publishers' Weekly

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July 30, 1932

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.
—BACON.

Shall Books Fit Rental Needs?

A BOOKSELLER IN Vancouver writing to the *English Publisher and Bookseller* in comment on the needs of rental libraries makes the observation that a volume of fiction which is larger than the ordinary 12mo has decided disadvantages to the library manager. He points out for one thing that many libraries use regulation paper jackets which are not at all suitable for the large books, that the books, being large, do not stand as much handling, and he suggests that long books should be published on thin paper or published in two volumes of average size.

These suggestions indicate a tendency to adapt the format of fiction primarily to the needs of the rental library. Years ago the old English three-volume novel was continued through many decades because the rental libraries wanted their books in that form. It was *Hall Caine*, whose "*Manxman*" was turned down by the rental libraries, who persuaded his publisher, Heinemann, to put this book out at 6s. as compared with the old three-volume novel at 30s., and thus created such a sale for the book that the libraries had to capitulate and purchase it. Ever since that time English fiction like our own has been

largely in one volume 12mos, and it is unlikely that there will be any tendency back to the split volumes.

The Vancouver bookseller, Y. Firkins, also emphasizes the importance of good blurbs in rental library success and goes on to say that "the long, wordy blurbs crowded with extravagant adjectives and giving extracts from the stories, so beloved by certain American publishers, are the least successful."

One or two American publishers have been studying this problem of the rental library's need of description in order to keep the book in circulation and have, as in the case of Farrar & Rinehart, printed blurbs on the fly-leaf, and, in the case of Simon & Schuster, covered the jacket with cellophane and pasted it to the cover.

Markets Must Be Built Up

AS FAR AS OUR OWN recent reading is concerned, the wisest word about our present economic difficulties has been said not by a big business leader or economist but by Helen Keller in her article in the *August Atlantic*. Here in an illuminating allegory is the story of Mr. Jones, the big business man and production engineer, who tackles the problems of household management. In one of his first tasks he finds out that the gas stove will cook ten loaves of cake just as cheaply as it will one. Therefore, he produces ten loaves, and, on finding that his family refuse to eat cake in such large quantities, he coaxes the children to eat more cake than they should and then tries to find a market for the balance in the neighborhood.

Perhaps Miss Keller's idea is correct and if the captains of industry practiced the problems of production in a small laboratory where results could be more easily checked, they wouldn't feel so certain that the capacity to produce could be immediately followed by capacity to absorb, and that even the most high powered advertising methods would not quickly overcome the disparity between the two. It would seem that we must patiently analyze the relation between production and consumption and build up again standards of living that will equal the capacity to conceive new products and to produce them without extraordinary rapidity.

It Looks Like Bottom

THE OLD GAG THAT "business is looking up—how could it help looking up when it is flat on its back," lost its smartness for many months, as there seemed to be no limit to the level to which business could fall and there lie gazing helplessly upward. It does now seem to many observers and to those who have their fingers on the pulse of the booktrade that the actual bottom was reached in June and early in July and that many of the most helpful indices are pointing to slow but steady gains. Such improvements in business must be handled on the costs painfully established in this difficult year, but for those firms that have been able to adjust themselves to the times in their ways of living, advertising and sales promotion, the chance of rebuilding does seem "just around the corner."

Better Retailing

THE DEPARTMENT OF COMMERCE has been making further studies into retailing, and appropriately enough a Mr. Sadd is making the study of business failures and of the inefficient methods that caused them.

The booktrade will note that in his comments he indicates that one of the most deadly prescriptions that can be made for a poorly managed business is an overdose of credit. Taking up a detailed study of the drug store business in St. Louis, Mr. Sadd listed as the principal reasons for failures poor locations, relatively high overhead costs, unusual fluctuations in customers' incomes, lack of adequate books, unusually high rents and insufficient capital.

He also points out that a typical drug store sale to a customer includes only one item, and only one sale in eight includes sales from two different departments.

The Department of Commerce is emphatically urging that the attention of every industry be given to distribution and retailing, and nearly 100 Chambers of Commerce and similar organizations have installed the Merchandising Information Service of the Department of Commerce at the request of the Department of Commerce in the last few months. Such information service helps to eliminate the trial and error method of determining merchandising policies and practices, a method that has proved too expensive for American business in the past.

Control Cards Show Publishing Tendencies

ONE OF THE INTERESTING results of the distribution of the stock control cards is the opportunity these cards give to study the publisher's own estimate of the market for the books produced. Such entries are proving helpful and interesting to booksellers receiving the cards, and they may also prove to be a check on the publisher's own acumen in picking books. If the publisher cannot outline the market for which a new book is intended, it would almost seem as though that book should not have been published. Sometimes a publisher will see only a limited market for a book, and the bookseller, adding to this his own experience, will broaden the sales possibilities for other fields.

The chance to survey such cards rapidly gives an interesting indication of what the tendencies of books are this fall and ought to help the booksellers to buy an assortment that would make an appeal to almost every type of customer that enters his store.

One of the first things that one bookseller noticed in making a survey of these cards is the fact that there are several promising new historical novels this year. Possibly the long postponed revival of the historical novel is about to come.

How One Library Buys Fiction

IN A REPORT OF THE Richmond Public Library, of which Thomas P. Ayer is librarian, we note that out of 1,300 volumes of fiction published in the United States last year, the Library selected 287 titles. Of these it purchased 2,573 copies, an average of 9 to a title. Five titles were bought in quantities of 30 to 40. At the end of the year the Staff Fiction Committee agreed that only 6 titles purchased would have been better omitted. This would seem to be a satisfactory record for a library that intends to meet demands promptly. The committee reports that only 14 deliberate concessions were made to popular demand. A total of 49 titles were considered as the best fiction titles of the year and likely to stand the test of time. The balance were neither highly commended nor in the least regretted, but temporarily in much greater demand than could be met by the library's supply.

Weather
Brilliant

P. W. Form-Sheet

Neck and Neck

- | | |
|---|---|
| <p>• THE FOUNTAIN. By Charles Morgan. Knopf, \$2.50.</p> <p>BENEFITS RECEIVED. By Alice Grant Rosman. Minton, Balch, \$2.</p> <p>THE GOOD EARTH. By Pearl S. Buck. John Day, \$2.50.</p> <p>MAGNOLIA STREET. By Louis Golding. Farrar & Rinehart, \$2.50.</p> <p>A MODERN HERO. By Louis Bromfield. Stokes, \$2.50.</p> <p>THE EPIC OF AMERICA. By James Truslow Adams. Little, Brown, \$3.75.</p> <p>WHAT WE LIVE BY. By Ernest Dimmet. Simon & Schuster, \$2.50.</p> <p>ONLY YESTERDAY. By Frederick L. Allen. Harper, \$3.</p> <p>A NEW WAY TO BETTER GOLF. By Alex J. Morrison. Simon & Schuster, \$2.</p> <p>A FORTUNE TO SHARE. By Vash Young. Bobbs-Merrill, \$1.50.</p> | <p>Over 81,000 sold. Tearing down the July home-stretch far ahead of its nearest rivals.</p> <p>Finished with a rush at Brentano's in Chicago and McAlpin's in Cincinnati.</p> <p>Still the favorite at the James Book Store in Cincinnati and Miller & Payne's in Lincoln.</p> <p>The sale in England and America now totals 80,586. The non-fiction leader at Taylor's in Memphis and Butler's in Wilmington.</p> <p>Runner-up to "The Fountain" at Stewart Kidd's in Cincinnati and the Wide-Awake Book Shop in Wilkes-Barre.</p> <p>The non-fiction choice at six stores in Philadelphia.</p> <p>Racing ahead of the non-fiction field at the Beacon Book Shop and the Britannica Book Shop in N. Y. and De Wolfe & Fiske's in Boston.</p> <p>Customers at four St. Louis stores made it the non-fiction best seller there last week.</p> <p>Best of the field at Ball & Wilde's in N. Y. and the Higbee Co. in Cleveland.</p> <p>Gathering in the shekels at Gimbel Bros. in Philadelphia.</p> |
|---|---|

Betting Favorites

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| <p>THE RUEFUL MATING. By G. B. Stern. Knopf, \$2.50.</p> <p>THE STORE. By T. S. Stribling. Doubleday, Doran, \$2.50.</p> <p>YOUNGER SISTER. By Kathleen Norris. Doubleday, Doran, \$2.</p> <p>SECRET SENTENCE. By Vicki Baum. Doubleday, Doran, \$2.</p> <p>BALLERINA. By Lady Eleanor Smith. Bobbs-Merrill, \$2.50.</p> <p>OUR WONDERLAND OF BUREAUCRACY. By James M. Beck. Macmillan, \$3.</p> <p>I COVER THE WATERFRONT. By Max Miller. Dutton, \$2.</p> <p>WILD CARGO. By Frank Buck and Edward Anthony. Simon & Schuster, \$3.</p> <p>HINDOO HOLIDAY. By J. R. Ackerley. Viking Press, \$2.50.</p> <p>BEWARE OF IMITATIONS. By A. E. Brown and H. A. Jeffcott, Jr. Viking Press, \$1.</p> | <p>Shows the best speed of any of the July newcomers.</p> <p>Next to "The Fountain" at Lord & Taylor's and the Grand Central Doubleday, Doran shop in N. Y.</p> <p>New Orleans and St. Louis buy it after "The Fountain."</p> <p>Selling well at Womrath's, N. Y., Kroch's and Brentano's, Chicago, and The Booke Shop, Providence.</p> <p>The fiction best seller of the week at Womrath's and Brentano's in N. Y.</p> <p>Third printing. Galloped in ahead at Brentano's in Chicago.</p> <p>Fifth printing. Preferred at The Sunwise Turn, N. Y.</p> <p>Racing well as most N. Y. stores, Witkower's in Hartford, and Burrows Bros. in Cleveland.</p> <p>Second printing. Selling at Ball & Wilde and the Beacon Book Shop, N. Y., Kroch's in Chicago.</p> <p>A comical colt that's in the money at N. Y. stores.</p> |
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P. W. Form-Sheet

Track
Dusty

At the Post

- FARAWAY.** By J. B. Priestley. Harper, \$2.75. Priestley quality in new settings—the United States and the South Seas.
- OBSCURE DESTINIES.** By Willa Cather. Knopf, \$2. First trade edition, 25,000. Three long short stories that will not disappoint.
- THE LONDON OMNIBUS.** Ed. by Carl Van Doren. Doubleday, Doran, \$2.50. Diverting stories, novels and plays by popular English authors. Important for vacation sales.

Dark Horses

- NO POEMS: OR HOW TO FORGET FRENCH IN TEN EASY LESSONS.** By Robert Benchley. Harper, \$2. Aug. 10. Typical Benchley humor that will help to relieve the depression.
- WALKING THE DUSK.** By L. J. Webb. Coward-McCann, \$2. Aug. 17. Coward-McCann won't reveal the identity of the author of this mystery, said to be one of the ten most famous women in America, till a suitable time after publication.
- A NEW DEAL.** By Stuart Chase. Macmillan, \$2. Aug. 23. Views on the economic situation in America, by a writer who commands attention.
- THE STRANGE RIVER.** By Julian Green. Harper, \$2.50. Aug. 24. "A story of tremendous intensity, filled with a brooding terror—"
- NORTH SHORE.** By Wallace Irwin. Houghton Mifflin, \$2. Aug. 24. A hard-riding gal of Kentucky among the smart set of Long Island.
- THE SHELTERED LIFE.** By Ellen Glasgow. Doubleday, Doran, \$2.50. Aug. 24. Postponed from Aug. 3. "They Stooped to Folly" sold 179,234 copies.
- THE TENTH MOON.** By Dawn Powell. Farrar & Rinehart, \$2. Aug. 25. A story of small-town people who find life glamorous under the most humble conditions.
- UNCHARTED SEAS.** By Emilie Loring. Penn, \$2. Aug. 26. The author of "Fair Tomorrow" writes a romance of the turf world.
- THEY WINTER ABROAD.** By James Aston. Viking Press, \$2.50. Aug. 26. When love comes to a group of English tourists in an Italian hotel, sanity flies out of the window. Highly praised in England.
- THE INSOLENCE OF OFFICE.** By William * and John B. Northrop. Putnam, \$2.50. Aug. 26. Assistants to Judge Seabury tell the story of his investigations into the government of New York City.
- THE MIRRORS OF WALL STREET.** Anonymous. Putnam, \$2.50. Aug. 26. Character sketches of fourteen great financiers of boom days.
- THE YEARS OF PEACE.** By Le Roy MacLeod. Century, \$2.50. Aug. 29. A story of a family in the Wabash Valley in the first decade after the Civil War, selected by the Book League for September.
- FORWARD FROM BABYLON.** By Louis Golding. Farrar & Rinehart, \$2.50. Aug. 31. An early autobiographical novel, completely rewritten. Tells the story of Dooming-ton before the time of "Magnolia Street."
- ROYAL FLUSH.** By Margaret Irwin. Harcourt, Brace, \$2.50. Sept. 1. An historical novel about a royal family that the Book Society in England reports is the most popular choice they have ever made.

Customers' Choice

TRAVELERS ARE SPENDERS according to Ellen Ennis of the Lord & Taylor Bookshop. Once they've made up their minds to go somewhere their purse-strings lose a bit of their tenacity. The day before a big sailing is nearly always a good day for this



Thomas Wolfe, co-winner with John Herrmann of the second Scribner's Magazine \$5,000 long story contest. His new novel will probably be published late in the fall.

shop, and though there are always a number of books bought for *bon voyage* gifts, even more are sold to those who are actually going to make the trip. Because of this customers who enter the shop are confronted with a large table stacked with a complete assortment of travel and guide books. It has been very successful during the past few weeks, Miss Ennis says.

A great many of these same travelers are reading "I'll Never Be Young Again," which is one of the best-selling fiction titles on the Lord & Taylor tables. One or two ladies, we were told, have taken exception to the title, but they were a distinct minor-

ity. Most people seem to like it. Other fast moving books there are "What We Live By," "Ballerina" (which is not asked for so much, but sells easily when pointed out) "The Store" and "Rueful Mating."



"The Store" is the plus sale item par excellence in Doubleday's Grand Central shop. Benjamin Silbermann is particularly enthusiastic about it, so much so that he wrote to the Doubleday editorial department taking them to task for not having given it sufficient publicity, saying, in part, "I am convinced that 'The Store' is the most outstanding novel of the year...but despite the excellent reviews, the publishing department has not created the social necessity to read this book." Under the heading "A Confession" *Doubleday* ran his letter as an ad in the New York papers, saying "Without the usual ballyhoo, 'The Store' is steadily making its own way..."



And while we're talking about *Doubleday* books may we just say that the jacket for Ellen Glasgow's "The Sheltered Life" which will be published August 24th is the sweetest bit of jacket design we've seen in a long time? There's going to be a big campaign behind this title, with \$10,000 set aside for newspaper advertising, some of which will be local.



Isabel Paterson's long-awaited new novel is going to be published in November by *Morrow*. It is going to be a modern novel of very modern people, we're told, and the publishers call it one of the most important additions to their list in six years of publishing. The title will be "Never Ask the End" and Isabel Paterson says, in effect, "If you are an American, this story of mine is your biography."



Add Bookshop Boners: It took the clerks in the Putnam Bookstore a minute or so to realize that what the lady who asked for "A Good Time in India" really wanted was "Hindoo Holiday."

Simon & Schuster are offering a free copy of "Blonde Interlude," the first of their Novel Novels, to any blonde bookseller. This opens up possibilities. Auburn tressed clerks will begin wondering why they didn't get copies of "Red Headed Woman" from *Farrar & Rinehart*.



Instances of cooperation between publishers are always heartening. *Dodd, Mead* and *Century* just now are inaugurating a combined campaign to promote "Saint Saturnin" and "Night Flight," the dual selection of the Book-of-the-Month Club for August. The double page spread which appeared in last week's *Weekly* will be followed by cooperative advertising in other mediums. The two books offer unusual opportunities for joint promotion as they are both French novels and both prize novels. "Saint Saturnin" was awarded the Northcliffe Prize, an English award for the best French novel of the year, and "Night Flight" the Femina Prize in France. One is the story of a man who lived too long; the other of a man who didn't live long enough. Another instance of cooperation is the handsome poster which the publishers are issuing jointly for use in bookstore promotion, and which should help booksellers to make the double sale.



The recognition accorded these authors by the editors of the Book-of-the-Month Club has brought forth in a letter from André Gide, one of the most distinguished figures in modern French literature, interesting sidelights on the two authors, who are both personal friends of Gide. "My friendship for Jean Schlumberger is of long standing. For three generations our parents have been neighbors in Normandy. . . . Schlumberger has been largely inspired by glimpses of this country in his description of the surroundings of 'Saint Saturnin.' . . . Having written the preface to St. Exupéry's novel I don't wish to repeat my praise for this heroic story. The great success which it will have in France and which it should have in America will prove how many there are who aren't satisfied with the portrayal of bourgeois customs nor the meticulous analysis of affairs of the heart. . . . 'Saint Saturnin' . . . is a book of profound significance."

There's a tribute to the pleasant relationship that can exist between author and publisher in the dedication of J. B. Priestley's new novel "Faraway" which reads "To Cass Canfield and Gene Saxton for long happy evenings on both sides of the Atlantic." Cass Canfield is the president of Harper & Brothers and Gene Saxton is editor.



Sample display prepared by A. L. Burt for the new Burt Mammoth series.

A distinctly unusual advertisement is the signed statement of Alfred A. Knopf in the August number of *Harper's* in which, after saying that future books by Charles Morgan, author of "The Fountain" will be published by *Macmillan*, he says: "Many people in the trade knowing the facts have wondered at the advertising campaign—expensive and enthusiastic—with which I have backed 'The Fountain.' True, I thus benefit the amiable competitor who is to follow me as Mr. Morgan's publisher, but even more, I think I benefit the art of letters and serve that American book-reading public which for more than 15 years has backed so generously—most of the time—my sincerest enthusiasms. The argument of the man versus the artist will go on, I guess, forever. My duty has been to Charles Morgan, the artist."



A man walked into one of New York's bookstores with an *Everyman's Library* catalog in his hand. It had been checked by every member of his family according to what they wanted to read during the summer—62 titles in all. All 62 titles were shipped to his summer cottage where they will be left to form the nucleus of a library. There's an idea in this for the promotion of inexpensive series.

Joint Board Appoints Committee to Make "Best-Seller" Investigation

FOLLOWING PUBLIC CRITICISM of the present methods of compiling "best-seller lists" by M. Lincoln Schuster of Simon & Schuster, the Joint Board has appointed a committee headed by Mr. Schuster to make recommendations to the Joint Board in regard to some form of stabilization of this type of publicity. Other members of the committee are Cedric R. Crowell of the Doubleday, Doran Bookshops and Ellis W. Meyers, secretary of the A.B.A. The Board recognizes the merchandising value of "best-seller lists," it was stated, but feels that steps should be taken to eliminate certain evils under the present haphazard method of reporting. The committee will report in September.

Mr. Schuster is quoted in the New York *Times* of July 19 as advocating a re-definition of the term "best-seller" and a drastic revision of present booktrade practice with respect to the lists. "The current procedure for compiling and disseminating the so-called 'best-seller' lists has led to many abuses," Mr. Schuster said. "The publishing and bookselling field as a whole must take steps to correct them immediately, or the term 'best-seller' now haphazardly and vaguely used in a confusing and misleading way, will soon become utterly meaningless."

There is an historical function to an impartial nation-wide and corroborated best-seller list, Mr. Schuster continued, besides its immediate news value, and the legitimate incentive it furnishes to the book-buying impulse, but this historical function is at present impaired by the current unsystematic procedure. "Although representative best-seller lists are supplied by some national wholesalers," he added "in some cases retailers either leave the preparation of the lists to some clerk who does the job carelessly, on vague hunches, or deliberately lists as 'best-sellers' titles of the books that some are anxious to feature."

Supplementary classification of best-sellers from the back list was also recommended by Mr. Schuster, who indicated the need for some way of showing the trend among enduring books.

Printers' Union Will Act On Arbitration

AN AGREEMENT BETWEEN representatives of the Publishers' Association of New York and Typographical Union No. 6 has been reached whereby a specified wage arbitration proposal will be submitted to the union by the scale committee with the recommendation that it be accepted, it has been announced. In the event of approval by the union as a whole a board of mediation of five members, two to be selected by each side and one jointly, will meet to consider two questions only—the demand of the publishers for a flat wage decrease of 20 per cent with the seven and a half-hour day remaining as at present, and the union's request for a wage increase of \$7 a week. The union's proposal for a six-hour day will not be placed before the membership.

The Mystery League Books

EXCEPTION HAS BEEN taken to the statement in our last issue about The Mystery League's press release, in which, it is claimed, we did injustice to The Mystery League and to three of its authors.

We had overlooked the fact, which Mr. Biddell, President of the League, now points out to us, that Will Levenrew has had three previous mystery books published by McBride at two dollars, that Rufus Gillmore is the author of three successful mystery books published by Appleton, and that Van Wyck Mason is the author of "Captain Nemesis," published by Putnam, and of Four Crime Club books published by Doubleday, Doran, and has a further book to be published by the same house in November of this year, also at two dollars. We are glad to set forth this further statement of the work of these authors, that our readers may know fully their record and form their own conclusions with reference to the type of writer in The Mystery League series.

It is further urged that we were inaccurate in stating "the public's interpretation of the statement that 'these books are physically equal to the usual two dollar book and are written by established authors of a large and popular following,' is not in accordance with the trade's inside understanding of such a description." Mr. Bid-

dell, the President of The Mystery League, has brought to our attention several Mystery League volumes, together with several two dollar mystery books, and submits, on the evidence of a fair comparison, that the statement that his books are physically equal to the higher priced editions is justified. We have examined his exhibits with interest, and while we believe there is always ground for a difference of opinion on so tenuous a question as the physical equality of books, we concede that we were inaccurate in making the charge of unfairness as to The Mystery League's recent press release.

The Mystery League books, now transferred from the United Cigar Store chain to newsstand and magazine dealers for distribution, are expected to find some 70,000 outlets through this new plan. Sidney M. Biddell, who organized the plan, was formerly associated with Payson & Clarke, Ltd., now Brewer, Warren & Putnam.

Success of Stock Control Plan Now Up to Booksellers

WITH THE FIRST installment of the stock control cards that were mailed to the booksellers this week from about 40 publishers through the R. R. Bowker Co., went a business reply card, one half of which carried instructions for the use of the new cards and the other half a short questionnaire to be filled out by the bookseller and returned to the Bowker Co. The questions which the bookseller is requested to answer are:

1. Shall we take your name off the list?
2. Do you wish a serviceable filing case that will hold 1000 cards? (Price \$1 each).
3. Have you a card stock control system?
4. Will you try to establish one?
5. Will these cards help?
6. Are the cards good for other purposes? If so, what?

A prompt answer to these questions will enable all the publishers who are cooperating on this form of service to bookshops to determine how widely accepted it will be. The use of the record cards is strongly urged upon every bookseller whether his

shop be large or small. Those who already have card systems have found that such records greatly increase the rate of their turnover by helping them to have the right books on hand at the right time for the need of their particular community. They likewise serve as an invaluable check on buying.

Burt Takes Over Sully List

CONTROL OF THE catalog of publications of George Sully & Company has been taken over by the A. L. Burt Company, it has been announced. The Sully list will be merchandised as a separate unit but will be backed by all of the facilities of the Burt Company, Harry Hund, salesmanager for Burt, stated. Prices of the entire list will remain unchanged and there will be no merchandising at reduced prices.

Obituary Notes

FRANK W. BAYLEY

FRANK W. BAYLEY, proprietor of the Copley Galleries in Boston and author of a number of books on art died at his summer home in Newburyport, Mass., on July 24 at the age of 69. Mr. Bayley was considered an authority on early American art and artists. He was the author of "Five Colonial Artists," "The Life of John Singleton Copley" and co-author with Charles E. Goodspeed in a revised edition of Dunlap's "American Art History of 1833."

R. S. GARNETT

ROBERT SINGLETON GARNETT, authority on Alexander Dumas, Père, and a member of a distinguished literary family, died in London on July 25 at the age of 66. His father, Dr. Richard Garnett, was said to have known more about books than anyone else in England. His brother Edward Garnett is known as co-author with E. W. Gosse of an imposing history of English Literature, his nephew David Garnett, son of Edward, is well known as a member of the modern school of young English authors, and his sister-in-law, Mrs. Constance Garnett, has translated Dostoyevsky and Tolstoi. D. Appleton & Co. published in 1929 "On Board the Emma" a previously unpublished journal of the elder Dumas which Mr. Garnett had discovered and translated.

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Albrecht, Arthur E.

About foods and markets; a teachers' handbook and consumers' guide. 188p. (bibl.) O c. N. Y., Teachers Coll., Columbia Univ. \$2

Allen, Herbert Stanley

Electrons and waves; an introduction to atomic physics. 343p. (3p. bibl.) il., diagrs. D '32 [N. Y.] Macmillan \$2.50

Appleton, Victor, pseud.

Don Sturdy in the temples of fear, or, Destined for a strange sacrifice. 202p. il. D (Don Sturdy ser.) [c.'32] N. Y., Grosset 50 c.

Ayrinhac, Henry Amans, D.D.

Marriage legislation in the New Code of Canon law; rev. and enl. by P. J. Lydon, D.D. 409p. D c. N. Y., Benziger lea. cl., \$2.75

Banking situation in the United States, The.

170p. ['32] N. Y., Nat'l Industrial Conference B'd \$3

Barnes, Emily Ann, and Young, Bess M.

Children and architecture. 375p. (7p. bibl.) il. (pt. col.), diagrs. D (Lincoln School curriculum studies) c. N. Y., Teachers Coll., Columbia Univ. \$2.25

A description of the experiences and activities of a group of sixth grade children on a unit of work in which they studied the history and development of world architecture.

Plays; dramatizations by sixth grade children. 244p. (bibl.) il. (col. front.) O (Lincoln School children's ser.) c. N. Y., Teachers Coll., Columbia Univ. \$2.25

Beckwourth, James P.

The life and adventures of James P. Beckwourth, mountaineer, scout, and pioneer in the great wild West; ed. by T. D. Bonner; preface by Harry Carr. 87p. front. (por.) D (U. S. lib. 2) [c.'32] Los Angeles, U. S.

Lib Ass'n., 1096 Glendon Ave.

bds., 25 c.; lim. ed., \$3.50

Blaikie, Thomas

Diary of a Scotch gardener, at the French Court at the end of the eighteenth century; ed. by Francis Birrell. 268p. (bibl. footnotes) il. O '32 N. Y., Dutton \$3.50

The journal of Thomas Blaikie, Scotch botanist, during his sojourn in France during the French Revolution when he served as landscape gardener to royalty and nobility.

Boas, Frederick S., ed.

The year's work in English studies; v. II, 1930. 400p. O '32 N. Y., Oxford \$3

Bonaventure, Saint

The mirror of the Blessed Virgin Mary, and, The psalter of Our Lady; tr. [from the Latin] by Sr. Mary Emmanuel. 317p. O '32 St. Louis, B. Herder \$2

Brooke, G. C.

English coins. 277p. il. '32 N. Y., Dial Press \$7.50

Brown, Beatrice Curtis

For the delight of Antonio. 302p. D c. Bost., Houghton \$2

Richard Campion, an English student, makes an adventurous journey to Florence to save the Villa Varenii from disaster. A novel of the early 19th century.

Brunsmann, John

A handbook of fundamental theology; v. 4. The teaching office of the church—infallibility—inspiration—faith; tr. and ed. by Arthur Preuss. 372p. O '32 St. Louis, B. Herder \$3

Buchan, John

The gap in the curtain. 313p. D c. Bost., Houghton \$2.50

A scientist, working on a new theory of time, shows a group of guests at a house party a copy of the London Times for a certain date in the following year—how these seven men outwit fate and forestall the future that had been revealed is the story.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Budd, Jackson

The gallows waits. 299p. D c. N. Y., Putnam \$2

How the fact that Patrolman Moss has been murdered intrudes itself into the lives of a widely assorted group of Londoners is the theme of this story which reaches its climax in a dramatic murder trial.

Bulger, Helen M.

Inviolable; a novel. 241p. D c. N. Y., Benziger \$1.50

Based on the problem of Catholic marriage and divorce.

Carpenter, Spencer Cecil

The house of pilgrimage; sermons preached in the Temple Church. 212p. D [32] N. Y., Macmillan \$2

Cather, Willa Sibert

Obscure destinies. 229p. D '32, c. '30, '32 N. Y., Knopf

\$2; lim. signed, numbered ed., \$15

Three stories laid in the middle West.

Chalmers, Stephen

Blood on the heather. 316p. D (Crime club) [c. '32] Garden City, N. Y., Doubleday \$2

James Gourlay returned home to find his brother, the Master of Stagmoor, murdered, with a sprig of blood-stained white heather by his side.

Chapman, Rev. Michael Andrew

For days and for seasons; notes for occasional sermons. 352p. O '32 St. Louis, B. Herder \$2.50

Crawford, Albert B., and Clement, Stuart H., eds.

The choice of an occupation; rev. ed. 504p. diags. O [32] New Haven, Conn., Yale Dep't of Personnel Study, Drawer 1003A, Yale Sta. \$3; pap., \$2

Cunningham, Audrey

The loyal clans. 598p. (bibl. footnotes) front. (por.) O '32 [N. Y., Macmillan] \$9

The history of the Highland clans from the 15th to the 18th centuries which traces the reasons for their loyalty to the Jacobite monarchs.

Cunnington, Morgan

Rain on the rolls; a whopping tarradiddle;

il. by Steele Savage. 192p. D [c. '32] N. Y., Vanguard \$1.75

The unusual adventures of a girl with a secret tiled retreat.

Dawson, Christopher Henry

The making of Europe; an introduction to the history of European unity. 341p. (14p. bibl.) il., maps O '32 N. Y., Macmillan \$3.75

A history of Europe from the 4th through the 11th centuries.

Dawson, Elmer A.

Garry Grayson's forward pass, or, Winning in the final quarter. 220p. il. D (Garry Grayson football stories) [c. '32] N. Y., Grosset 50 c.

Dryden, John

Epilogue—spoken to the King, 19 March, 1681 [type-facsimile reprint]; lim. ed. F '32 N. Y., Oxford \$1

Edwards, Leo

Tuffy Bean and the lost fortune. 231p. il. D (Tuffy Bean ser.) [c. '32] N. Y., Grosset 50 c.

Einstein, Albert

Builders of the universe; from the Bible to the theory of relativity. 96p. il. (pors.) D (U. S. lib. 4) [c. '32] Los Angeles, U. S. Lib. Ass'n, 1096 Glendon Ave.

bd. 25 c.; lim. ed., \$3.50

Einzig, Paul

Finance and politics; being a sequel to "Behind the Scenes of International Finance." 149p. O '32 [N. Y.] Macmillan \$2.50

A description of the destructive effect of the use of France's financial power for political purposes.

Elson, John James, ed.

The wits, or, Sport upon sport. 453p. front. O c. Ithaca, N. Y., Cornell Univ. Press \$4.50

A reprint of a miscellany of drolls and playlets originally published in two parts in the 17th century.

Evans, A. W.

Warburton and the Warburtonians; a study in some eighteenth-century controversies [literature]. 315p. O '32 N. Y., Oxford \$3.75

Bakhtmeteff, Boris A.

Hydraulics of open channels. 330p. il. O '32 N. Y., McGraw-Hill \$4

Bates, Clement

A treatise on pleading, practice, parties and forms under the code; 4th ed., by Hugh H. Bates. 2598p. O [c. '32] Cin., W. H. Anderson Co. lea. cl. apply

Bernstein, Martin, ed.

Score reading; a series of graded excerpts. 110p. O c. '32 N. Y., M. Witmark & Sons pap. \$2.50

Burton Opitz, Russell

An elementary manual of physiology, for colleges, schools of nursing, of physical education, and of the practical arts; 4th ed., rev. 410p. (bibl.) il. D '32 Phil., Saunders \$2.50

Chinese chronological charts, with index. 24p. F (Harvard-Yenching Inst. sinological index ser., suppl. no. 1) '32 Cambridge, Mass., Harvard \$1.50

Colvin, Fred H., and Stanley, Frank A.

American machinists' handbook; a reference book of machine shop and drawing room data, methods and definitions; new 5th ed. 1140p. il., diags. S '32 N. Y., McGraw-Hill flex. cl. \$4

Coxe, Warren W.

Levels and ranges of ability in New York State high schools. 44p. (bibl. footnotes) O (Univ. of State of N. Y. bull. no. 1001) '32 Albany, N. Y., Univ. of State of N. Y. Press pap. 5 c.

Davenport, Charles B.

The genetical factor in endemic goiter. 60p. (bibl.) diags. O (Pub'n no. 428, Dep't of Genetics paper no. 37) '32 Wash., D. C., Carnegie Inst. pap. apply

Dewing, Arthur Stone

Industrial and financial mergers in boom and depression. 8p. O (Financial management ser. 42) c. '32 N. Y., Amer. Management Ass'n pap. 75 c.

Division of Industrial Hygiene

Fatalities, their cause and prevention. 21p. O (Bull. no. 175) '32 Albany, N. Y., N. Y. State Dep't of Labor pap. apply

Engineering Extension Dep't and School of Civil Engineering

How to avoid faulty concrete in small structures. 154p. (bibl.) il., diags. O (Extension ser. no. 27) '32 Lafayette, Ind., Purdue Univ. pap. apply

Fast, Alger J., and others

Scout Naturalists in the Rocky Mountains; introd. by John C. Merriam. 220p. il. D c. N. Y., Brewer \$1.75

The experiences of the eight Eagle Scouts who made up the second Scout Naturalist expedition directed by the educational staff of the National Park Service.

Ferris, James Cody

The X Bar X boys in Smoky Valley 223p. il. D (X Bar X boys b'ks) [c.'32] N. Y., Grosset 50 c.

Finer, Herman

Theory and practice of modern government; 2v. 1556p. '32 N. Y., Dial Press \$12

Gall, Mrs. Alice Crew, and Crew, Fleming H.

Wagtail; il. by Kurt Wiese. 131p. il. (col.) O [c.'32] N. Y., Oxford \$2

A nature story for children about the experiences of Wagtail during the first season of his life, from the time he was a tail-wagging tadpole until he was a miniature frog.

Giddings, Franklin Henry

Civilization and society; an account of the development and behavior of human society; ed. by Howard W. Odum. 422p. front. (por.) O (Amer. social science ser.) [c.'32] N. Y., Holt \$2.50

A textbook of sociology which grew out of the author's two years of lecturing at Teachers College.

Gillum, Charles W.

Man goeth forth. 362p. D [c.'32] Bost., Humphries \$2.50

A novel of pioneer life.

Gover, John Eric Bruce, and others

The place-names of Devon; pts. 1 and 2. 828p. O (Eng. Place-name Soc., vs. 8, 9) [c.'32] [N. Y., Macmillan] \$12.50

Greeley, William Roger

An architect muses. 98p. D c. Bost., Beacon Press \$1.60

An architect discusses the principal phases of his profession.

Griggs, Arthur Kingsland

My Paris. 208p. il. '32 N. Y., Dial Press \$4

Grimshaw, Beatrice Ethel

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Forthcoming Issues

✿ ✿ ✿ Chris Rönne, manager of the book department at R. F. Clapp & Co. in Albany, has had a varied experience in the book-trade. He says himself that he is "extremely book conscious in three languages." In next week's issue he will point out methods that he has found by actual experience to increase sales, including such devices as window display, direct mail advertising and customer contact. "The bookstore manager who starts out to promote the sale of books must combat first, Ignorance, and second, Indifference," he says. "The bookseller's job is to know how to impress the joys of owning and reading books upon the people in his community and their children." ✿ ✿ ✿

✿ ✿ ✿ B. N. Langdon-Davies, the manager of Williams & Norgate in London, who is one of our steady contributors, will have an article on Trade Associations in an early issue, in which he shows how the formation of three different trade organizations in England has tended to improve the relationship

between author, publisher and bookseller. "Just insofar as they have grown in strength," he finds, "they have tended to eliminate wasteful antagonism by conference and agreement rather than by warfare and victory." ✿ ✿ ✿

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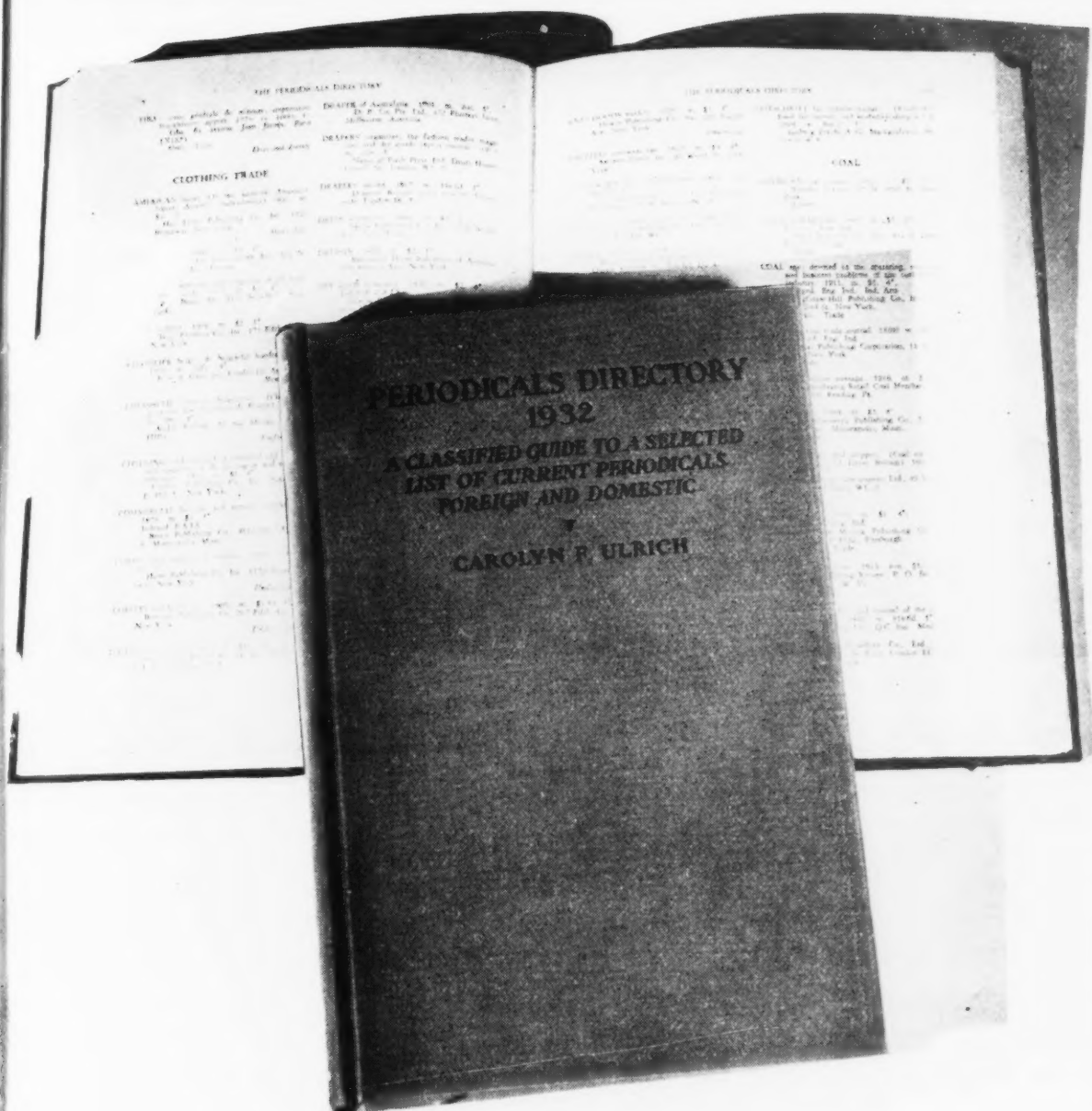
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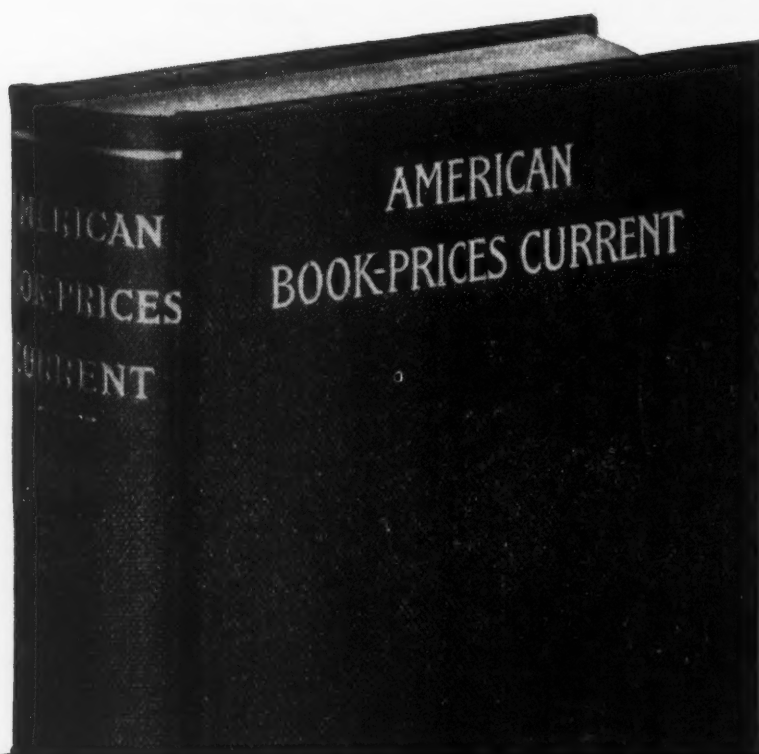
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